

## Message Text

UNCLASSIFIED

PAGE 01 BELGRA 04302 271315Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
-----097595 271316Z /43

R 271206Z JUN 77  
FM AMEMBASSY BELGRADE  
TO SECSTATE WASHDC 1203  
INFO USDOC WASHDC  
AMCONSUL MILAN

UNCLAS BELGRADE 4302

MILAN FOR TRADE CENTER  
COMMERCE FOR OIM, ALSO FOR BEWT

EO 11652: NA  
TAGS: BEXP YO  
SUBJ: FY 1979 CCP RECOMMENDATIONS

REF: STATE 131371

1. EMBASSY RECOMMENDS FOLLOWING THREE EXPORT MAJOR CAMPAIGNS:  
(A) MACHINE TOOLS; (B) MINING EQUIPMENT; (C) MAJOR PROJECTS.

2. ALTERNATIVES TO PROPOSED CAMPAIGNS (A) AND (B) COULD BE  
PROMOTION OF COMPUTERS AND PERIPHERALS OR OF ELECTRONIC COMPONENTS  
AND TESTING EQUIPMENT PROVIDED NO EXPORT LICENSING QUESTIONS  
EXIST.

3. AS PART OF THE CAMPAIGN ACTIVITIES, EMBASSY WOULD  
RECOMMEND TRADE MISSION FEATURING MINING EQUIPMENT AND MAJOR  
EXHIBIT OF NMTBA MEMBERS AT BELGRADE TECHNICAL FAIR, MAY 1979,  
FEATURING MACHINE TOOLS. ALTERNATIVE THEMES MENTIONED PARA 2  
COULD BE PROMOTED SUCCESSFULLY AT LJUBLJANA ELECTRONICS FAIR  
IN OCT 78.

4. WE WOULD CONSIDER IT EFFICIENT AND COST EFFECTIVE  
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IF RECOMMENDED EXHIBITS COULD BE SUPPORTED BY INTERNATIONAL  
MARKETING CENTER, MILAN.

5. IN RECOMMENDING ABOVE TRADE PROMOTION EVENTS, FIRST  
CONSIDERATION HAS BEEN TO IDENTIFY HIGH POTENTIAL YUGOSLAV  
IMPORT DEMAND IN U.S. TARGET INDUSTRIES. ANOTHER PRACTICAL  
CONSIDERATION WOULD BE ABILITY TO CONDUCT MARKET RESEARCH

NEEDED TO SUPPORT THE EVENTS. MARKET RESEARCH COULD BE PERFORMED FOR MINING EQUIPMENT AND MACHINE TOOLS BUT WOULD HAVE TO BE CONTRACTED FOR COMPUTERS AND PERIPHERALS. ELECTRONIC COMPONENTS AND TESTING EQUIPMENT PROBABLY HAS LOWER POTENTIAL THAN OTHER PRODUCT CATEGORIES BUT A TRADE PROMOTION EVENT COULD BE SUPPORTED BY MARKET RESEARCH ALREADY BEING CONTRACTED BY USDOC.

6. SPECIAL POST EFFORTS RECOMMENDED FOR FISCAL YEAR 79 WOULD BE SIMILAR TO ACTIVITIES 1, 2 AND 3 IN FY 78 CCP.  
EAGLEBURGER

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NNN

## Message Attributes

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**Review Markings:**  
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